

34. The method claimed in claim 33, wherein the step of providing user access comprises providing a transaction card bearing the event specific URL.

35. The method claimed in claim 34, wherein the transaction card further includes a password for accessing the digital images.

36. The method claimed in claim 33, further comprising the step of providing access on the event specific URL to a professional photographer specific URL containing digital images.

37. The method claimed in claim 34, wherein the transaction card includes printed advertising.

38. The method claimed in claim 33, wherein the digital images are from a scanner or an electronic camera.

39. A method of tracking the progress of a photofinishing order, comprising the steps of:

a) registering an event with a network photo service provider;
b) assigning an event specific URL, the registered event;
c) providing a photographer with a user ID and password related to the event specific URL;

d) associating the user ID with a roll of film to be processed;
e) ordering photofinishing service to be performed on the roll of film;

and

f) employing the user ID and password to track the progress of the order.